

E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY

PHASE 3-INNOVATION

Team Members:

Lathika D (211521104078) [Team Leader]

Jaya Varsha R(211521104059)

Jebil R Sharon(211521104061)

Pavithra N(211521104104)

Jayapriya T(211521104058)

Home Page

The image shows the homepage of a website called FANTASIA. At the top left is the logo "FANTASIA". To the right are navigation links: Home, About, Contact, a shopping cart icon, a user profile icon, and a search icon. Below the header is a large banner image of a woman with long blonde hair, resting her head on her hand and looking towards the camera. Overlaid on the banner are the words "Great Deals On All Products" and "75% offer on your first purchase". A pink button labeled "Shop Now" is also visible. To the left of the banner, there is promotional text. Below the banner is a section titled "Deals of the Day" featuring three products: a vase, a necklace, and a ring, each with its original price crossed out and a discounted price below it.

FANTASIA

Home About Contact

**Great Deals
On All Products**

75% offer on your first purchase

Shop Now

Deals of the Day



\$240 \$180
An Arizonian Vase



\$250 \$200
A Butterfly Necklace



\$200 \$100
A Crimson Ring

Recommended for you



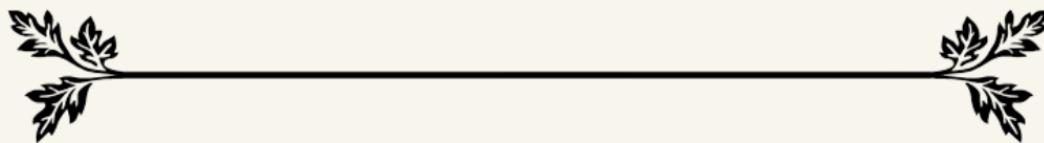
Rings



Necklace



Bracelet



Editor's Picks

New Products Everyday



FAQ

Why choose Fantasia for shopping?

A site that over 100 million new unique products are sold by experienced crafters.

What type of products can I find?

Products such as rings, bracelets, necklaces and even bags are found here

Can I upload any products I make?

Yes! Absolutely! We support our sellers in anyway possible

[Contact Us](#)

[Wanna more about us?](#)

[Sign Up](#)

[Log In](#)

Social Media



A homepage is a critical element of an e-commerce website, serving as the gateway for users to explore and engage with the site. It provides the first impression and plays a central role in guiding users through the shopping experience. Here's why we need a homepage for an e-commerce site, and why elements like "Deals of the Day," "Editorial Picks," "Recommendations," and a "FAQ" section are important:

Why we need a homepage for an e-commerce site:

Navigation and Orientation: The homepage acts as the main entry point for visitors. It provides an overview of what the site offers, guides users to different sections, and helps them navigate through various product

categories or services. It serves as a central hub for users to start their shopping journey.

First Impressions: A well-designed homepage can make a positive first impression on users. It conveys the brand's identity, professionalism, and trustworthiness, which can influence users' perception of the site and encourage them to explore further.

Now, let's look at why specific elements on the homepage are important:

Deals of the Day:

Attract Shoppers: Deals of the Day capture users' attention by offering time-limited, attractive discounts. They entice users to explore the site and make purchases, potentially increasing conversion rates.

Editorial Picks:

Curation: Editorial Picks showcase products or content handpicked by the site's experts. This curation can enhance the shopping experience, provide guidance to users, and highlight featured or popular items.

Recommendations:

Personalization: Recommendation sections use algorithms and user behavior data to suggest products that match a user's preferences and browsing history. This personalization can increase engagement and lead to more relevant purchases.

FAQ (Frequently Asked Questions) Section:

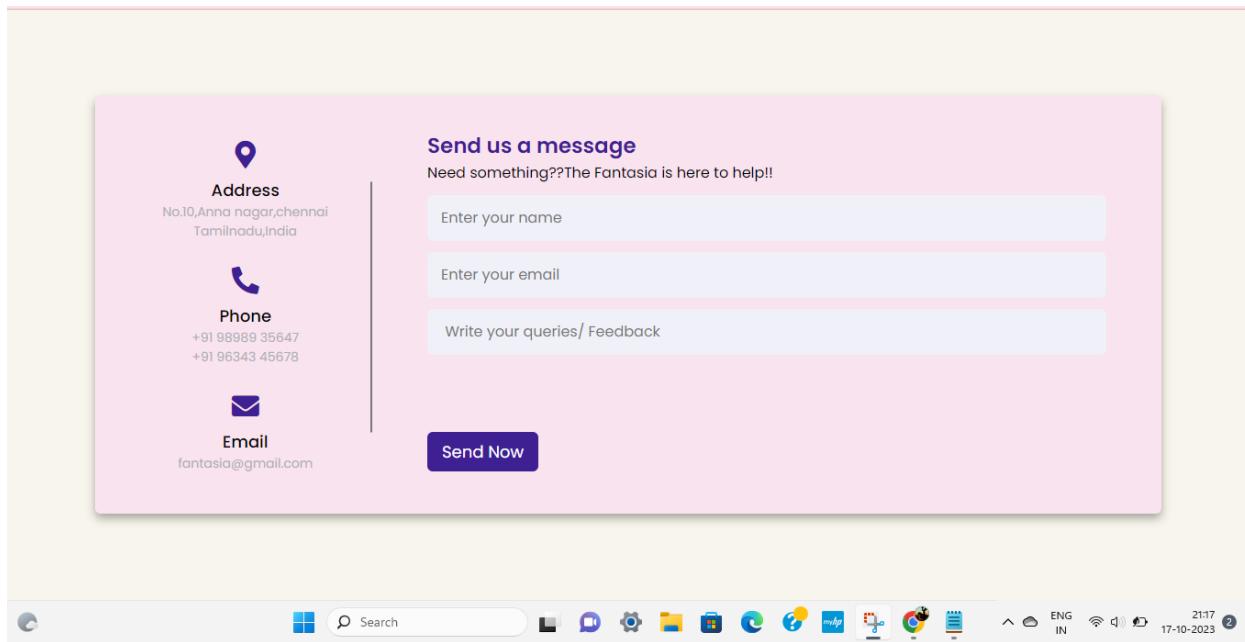
Customer Support: An FAQ section addresses common queries and concerns that users may have. It provides quick answers to questions related to shipping, returns, payment methods, and other important

topics, reducing the need for direct customer support and enhancing user satisfaction.

Transparency: Having an FAQ section demonstrates transparency and helps build trust with users. It shows that the e-commerce site is committed to providing information and support to its customers.

Efficiency: Users can quickly find answers to their questions without leaving the site or contacting customer support, making the shopping experience more efficient.

CONTACT US



Creating an effective "Contact Us" page on your e-commerce website is essential for providing customers with a way to reach out to your business.

Contact Information:

- Provide your business's contact information, including:
 - Physical Address: If you have a physical store or office.
 - Phone Number: Include both a general customer support line and any specialized lines if applicable (e.g., sales, technical support).
 - Email Address: Offer a general customer service email as well as any department-specific emails.
 - Customer Support Hours: Mention the hours during which customers can expect a response.

Contact Form:

- Include a contact form that allows visitors to submit their inquiries directly through your website. Fields to include:

- Name
- Email Address
- Subject
- Message

ABOUT US PAGE

About Us

Artisans E-commerce

Passion of the Artist which has made beautiful pieces of Art

A unique marketplace with a vision and direction to surface the beautiful hidden treasures of the magnificent world of handmade products.

Fantasia.com that started its journey on 22 August 2022 wants to revolutionize the handmade and handicrafts trade. The artisans & creators can surface their work, Display, Sell & buy online on a platform of such Niche exclusive items from around the world, for the world. The buyer can get an ultimate bouquet of unique handmade items created by some highly passionate handcraft artists. Artisans on **Fantasia.com** work on various raw materials like Ceramic, Wood, Paper, Wrought Iron, Glass, Cork which are not only a visual treat but things of our use can be made from it. **Fantasia.com** is your exclusive online destination for all things which is Handmade.

SIMPLE AND SECURE SHOPPING on **www.Fantasia.com** Shopping on our website is 100% Safe and Secure. Fantasia.com comes with an excellent Return Policy and also the terms of use are flexible which helps users get an ultimate shopping experience of handmade art online in India and around the world. Shopping on **Fantasia.com** is Secure and Safe..

[Welcome to our website](#)



Begin with a brief, engaging introduction that gives visitors a sense of your brand's identity and purpose.

"About us" page should consists of the following:

-Our Story:

- Share the history of your company, including when and why it was founded. Discuss the inspiration and vision behind your business.

-Mission and Values:

- Communicate your company's mission and core values. What do you stand for, and what are your guiding principles?

-What Sets Us Apart:

- Highlight what makes your e-commerce store unique. This could include your commitment to quality, customer service, sustainability, or any other distinguishing factors.

-Product Quality and Sourcing:

- If relevant, provide information about how your products are sourced, manufactured, and quality-checked.

-Customer-Centric Approach:

- Explain your dedication to customer satisfaction, including your return policy, customer support, and any special services you offer.

-Community Involvement:

- Discuss any community initiatives, social responsibility efforts, or philanthropic activities your company is involved in.

-Awards and Recognition:

- Showcase any awards, certifications, or notable achievements your business has received.

-Testimonials:

- Feature a few customer testimonials or reviews to show the positive experiences others have had with your products and services.

-Company Achievements:

- Highlight significant milestones and accomplishments your company has achieved over the years.

-Blog or News Section:

- If you have a blog or news section on your website, provide links to recent articles or updates.

-Contact Information:

- Include a link to your "Contact Us" page for visitors who want to get in touch with questions or inquiries.

-Social Media Links:

- Add icons or links to your social media profiles, so visitors can connect with you on those platforms.

-Privacy and Security Assurance:

- Reassure visitors that their data is secure and your company follows all necessary privacy and security standards.

-Call to Action (CTA):

- Encourage visitors to explore your product offerings or sign up for newsletters with a clear CTA button, such as "Shop Now" or "Subscribe."

Product Page

Rings





Knuckle Rings Set for Women and Girls
\$239

[Buy now](#) [Add to Cart](#)



KISNA Real Diamond Jewellery
\$7151

[Buy now](#) [Add to Cart](#)



Metal Boho Midi Finger Ring for Girls
\$167

[Buy now](#) [Add to Cart](#)



Silver Cross Engraved Stainless Steel Ring
\$949

[Buy now](#)



Gold Tone Pearls Flower Ring
\$1000

[Buy now](#)



Yellow Chimes Rings
\$185

[Buy now](#)

The image shows a dark vertical sidebar on the left containing three icons: a necklace, a ring, and a belt. To the right is a grid of six product cards, each with a small image of a ring, its name, price, and two buttons: 'Buy now' and 'Add to Cart'. The products are:

- Silver Cross Engraved Stainless Steel Ring** \$949
- Gold Tone Pearls Flower Ring** \$1000
- Yellow Chimes Rings** \$185
- Black & Green Crystal Shine Stones Ring** \$268
- Rose Gold Cubic Zirconia Brass Rings** \$299
- Pissara 925 Sterling Silver Cubic Zirconia Finger Ring** \$49

A product page is a crucial component of an e-commerce website or online store. It is the dedicated space where a single product or service is showcased, and it serves several important functions. Here's why we need a product page and some common elements it typically contains:

Why we need a product page:

Detailed Product Information: Product pages provide an in-depth and organized presentation of a specific product or service. This is essential for informing potential customers and helping them make informed purchase decisions.

Conversion and Sales: Product pages are designed to facilitate the conversion of site visitors into customers. They often include features and information that encourage users to add the product to their cart and complete the purchase.

Common elements found on a product page:

Product Title: The name or title of the product is prominently displayed at the top of the page.

Product Images: High-quality images or multimedia content, such as photos, videos, or 360-degree views, provide visual representation of the product from various angles and in different contexts.

Product Description: A detailed written description of the product includes information about its features, specifications, dimensions, and use cases. It may also include storytelling or marketing copy to engage users.

Price: The product's price is clearly displayed, along with any discounts or special offers.

Add to Cart Button: This button allows users to add the product to their shopping cart or initiate the purchase process.

BRACELETS



Genuine Tanzanite
Bracelet
★★★★★
Rs. 699

 Buy now
 Add to Cart



Labradorite Gemstone
Bracelet
★★★★★
Rs.680

 Buy now
 Add to Cart



Wakami Earth Charm
Bracelet
★★★★★
Rs. 1060

 Buy now
 Add to Cart



Agate Wristband
Bracelet
★★★★★
Rs. 800

 Buy now
 Add to Cart



Artisan Owl Hamsa
Hand Evil Eye Dangling
Charm Protection
Bracelet
★★★★★
Rs. 650

 Buy now
 Add to Cart



Betsey Johnson
Statement Bracelet
★★★★★
Rs. 1200

 Buy now
 Add to Cart

NECKLACES



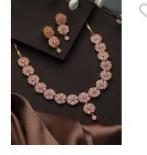
Peacock Shaded Leaf
Blades Terracotta
NeckSet
★★★★★
Rs. 699

 Buy now
 Add to Cart



Nelia Cutout Pearl
Necklace
★★★★★
Rs. 1500

 Buy now
 Add to Cart



Gold-Plated Stone-
Studded Necklace &
Earrings Set
★★★★★
Rs. 1080

 Buy now
 Add to Cart



Encircle Blue Butterfly
Pendant
★★★★★
Rs. 1449

 Buy now
 Add to Cart



Rose Gold-Plated White
AD-Studded Jewellery
Set
★★★★★
- - - - -

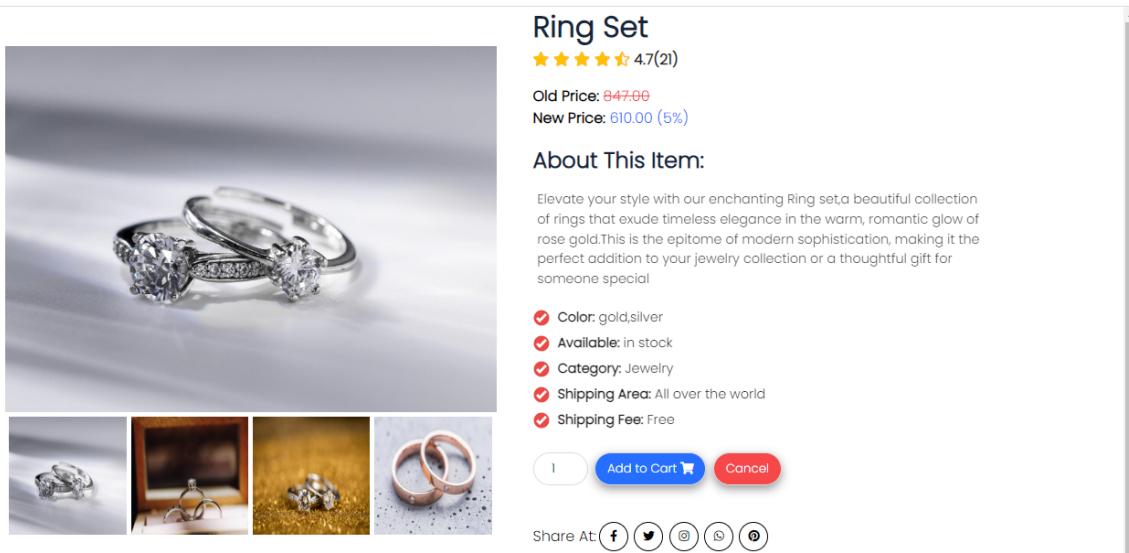
 Buy now
 Add to Cart



Rose Gold-Plated AD-
Studded & Beaded
Necklace & Earring Set
★★★★★
- - - - -

 Buy now
 Add to Cart

Product Details Page



The products details page is the one that gives the brief description of the selected product(ie., once the user clicks the product). It also showcases the various views of that product below the main image of the product.

It also contains the customers rating of the product along with the various attributes that are available for that product. On the side below the customer ratings the add to cart option is available. The options by which the product can be shared via various social media is also available.

Elements that are available in the product details page:

Product image:

The main image of the product is showcased in a block view. The various views of the product is also given below the main image of the product in a slide view.

Product Name and Description:

The product name and a brief description about the product is given to the right of the image. This gives the customer an insight about the product.

Product Ratings and attributes:

Below the description of the product the ratings of the product given by the customer is shown along with the attributes such as color, category, shipping etc are represented using a red check.

Add to cart option:

The product can be added to the cart using the add to cart button and it can be shared via social media such as facebook, instagram etc.

CART AND PAYMENT

CART

Shopping Cart

 CERAMIC AQUA GREEN PLATES Rs. 750 50% Qnt: <input type="text" value="1"/> Remove	Total Price Rs. 4550
No. of Items 3	You Save Rs. 177
Proceed to Checkout	


HANDCRAFTED EMBOSSED LEATHER POTLI BAG
Rs. 3000
50%
Qnt: Remove


WOOD JEWEL ORGANIZER
Rs. 800
20%
Qnt: Remove

Creating a webpage for a shopping cart or e-commerce platform involves several key elements and considerations. Here are some notes to help guide you through the process:

1. User Interface (UI):

- **Clean and Intuitive Design:** Design a user-friendly interface with a clear and intuitive layout. Ensure that users can easily navigate your website and find products.
- **Responsive Design:** Make sure your webpage is responsive, meaning it adapts to various screen sizes and devices.

2. Product Listings:

- **Product Images:** High-quality images that showcase the products from different angles are essential.
- **Product Information:** Include product names, descriptions, prices, and availability.
- **Filters and Sorting:** Allow users to filter and sort products by categories, price, popularity, etc.

3. Shopping Cart:

- **Add to Cart:** Users should be able to add products to their cart with a single click.
- **Cart Summary:** Display the items in the cart, quantities, and prices.
- **Edit and Remove Items:** Allow users to modify their cart by changing quantities or removing items.

4. Checkout Process:

- **User Registration:** Allow both guest and registered user checkouts.
- **Shipping and Billing Information:** Collect necessary information for shipping and billing.

- **Payment Options:** Include multiple payment methods such as credit cards, PayPal, and others.
- **Order Summary:** Show an order summary before the final purchase confirmation.

5. Security:

- **SSL Certificate:** Ensure secure data transmission with an SSL certificate.
- **Payment Security:** Use secure payment gateways and encryption to protect customer data.

6. User Accounts:

- **User Profiles:** Allow users to create and manage their profiles.
- **Order History:** Provide access to order history and tracking information.

7. Search Functionality:

- Implement a robust search feature that allows users to find products easily.

8. Reviews and Ratings:

- Include a system for customers to leave reviews and ratings for products.

9. Promotions and Discounts:

- Allow the application of coupon codes or discounts during the checkout process.

10. Responsive Customer Support:

- Provide clear contact information and customer support options.

11. Shipping and Returns:

- Clearly outline shipping costs and estimated delivery times.
- Have a transparent return policy.

12. Feedback and Improvement:

Collect user feedback and continuously work on improving the user experience.

PAYMENT

Payment on websites can be made through various methods depending on the website's offerings and the payment options they support. Here's a general overview of how payments are typically processed on websites:

The image shows a composite interface. On the left is a map of the northern part of India, specifically New Delhi and the adjacent Noida area. The map includes labels for major landmarks such as Jama Masjid, Humayun's Tomb, and the Lotus Temple. It also shows various neighborhoods and roads. On the right side of the interface is a form titled "Details For Delivery". This form contains several input fields: "Home", "Address" (which has a yellow warning box with the text "Please fill out this field."), "Email-ID", "Locality/Apartment", "Pincode", "Contact No.", "Date (Format: dd/mm/yyyy)", "Time Slot (Format: Starting Time - Ending Time. Give a duration of 2 hours)", and "Payment Method". At the bottom of the form is a large red "SUBMIT" button.

1. Credit/Debit Cards: This is one of the most common payment methods. Users can enter their card details, including card number, expiration date, and CVV (Card Verification Value) to make a

payment. Websites usually use secure encryption protocols to protect this information.

2. Digital Wallets: Digital wallets like PayPal, Apple Pay, Google Pay, and others are increasingly popular. Users link their payment information to their digital wallet accounts, making the checkout process quicker and more convenient.

3. E-commerce Platforms: If you're shopping on an e-commerce website like Amazon, eBay, or Shopify stores, you can often choose from a variety of payment methods, including the ones mentioned above.

4. Subscription Services: Websites offering subscription services typically allow users to set up recurring payments. You might choose the subscription plan, provide payment information, and payments are automatically processed at regular intervals.

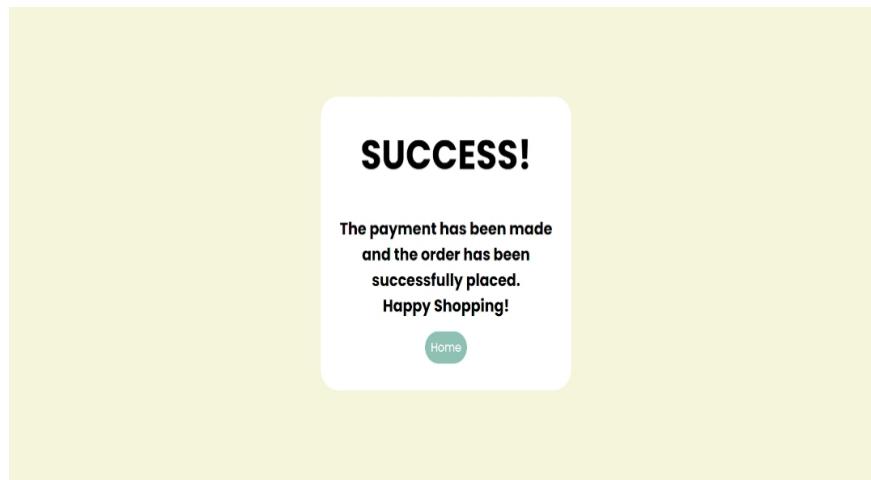
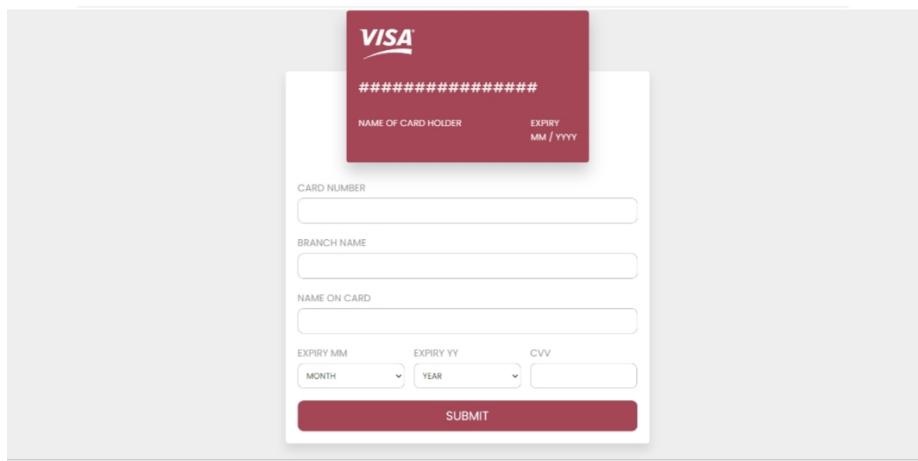
5. Prepaid Cards/Vouchers: Some websites allow users to pay with prepaid cards or vouchers that can be purchased online or in physical stores.

6. QR Codes: Some websites and physical stores use QR codes that can be scanned with a mobile app to initiate a payment. This is common for person-to-person payments and in-store transactions.

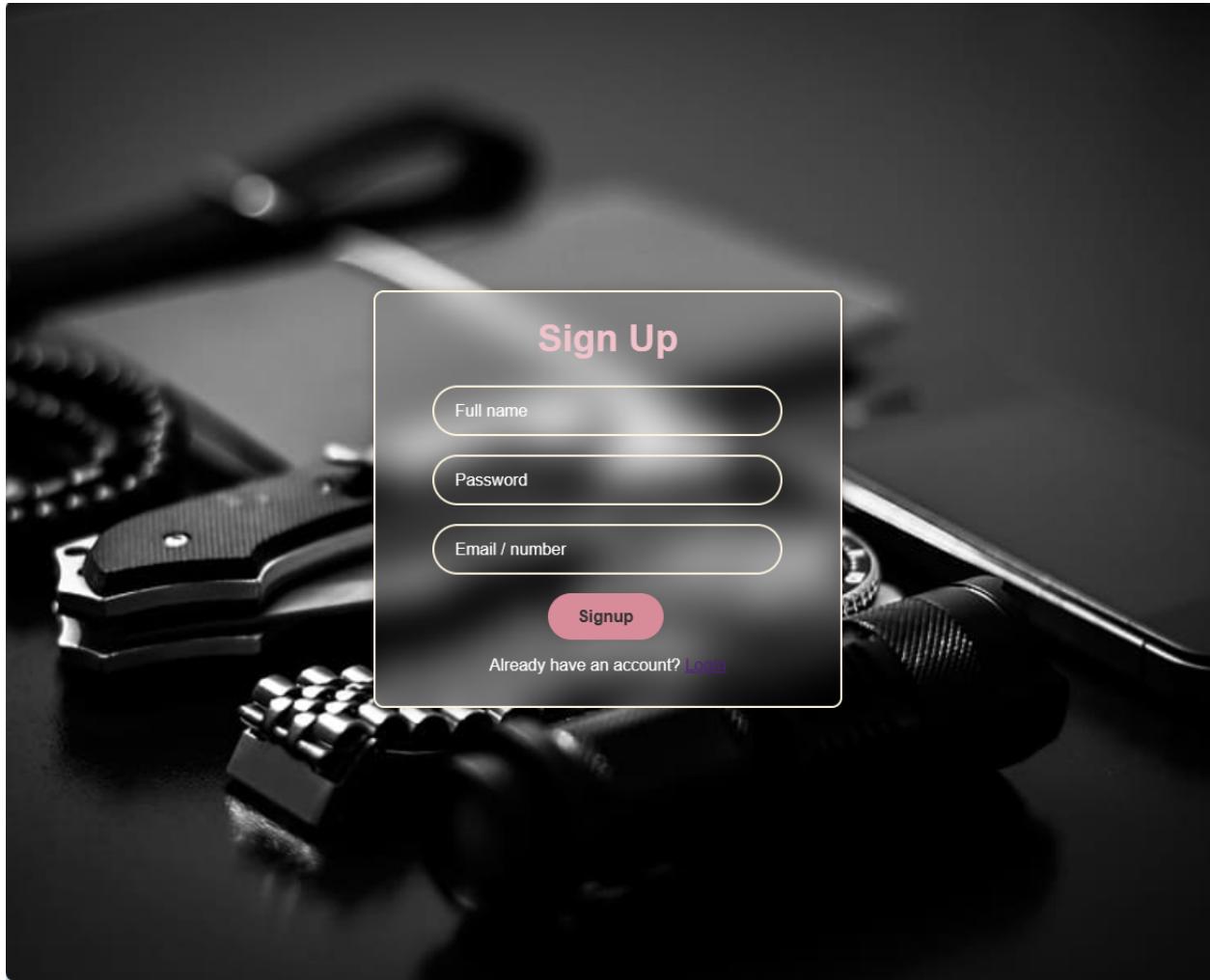
7. Cash on Delivery (COD): Some websites, particularly in regions with less online payment infrastructure, offer cash-on-delivery options. The user pays in cash when the product is delivered to their doorstep.

8. Gift Cards: Users can redeem gift cards or gift certificates to make purchases on websites. These are often issued by the website or a third-party retailer.

9. Bill Payment: Some websites, like utility companies or government agencies, allow users to pay bills online. Users input their account information and make payments for services rendered.



Sign Up Page



A sign-up page, often referred to as a registration page, is a fundamental component of many websites and online services. Its primary purpose is to allow users to create accounts or profiles, which in turn provides various benefits for both the users and the service providers.

Why we need a sign-up page:

User Identification: Sign-up pages enable the system to distinguish one user from another by assigning unique identifiers, usually in the form of usernames or email addresses. This is crucial for personalized user experiences and data management.

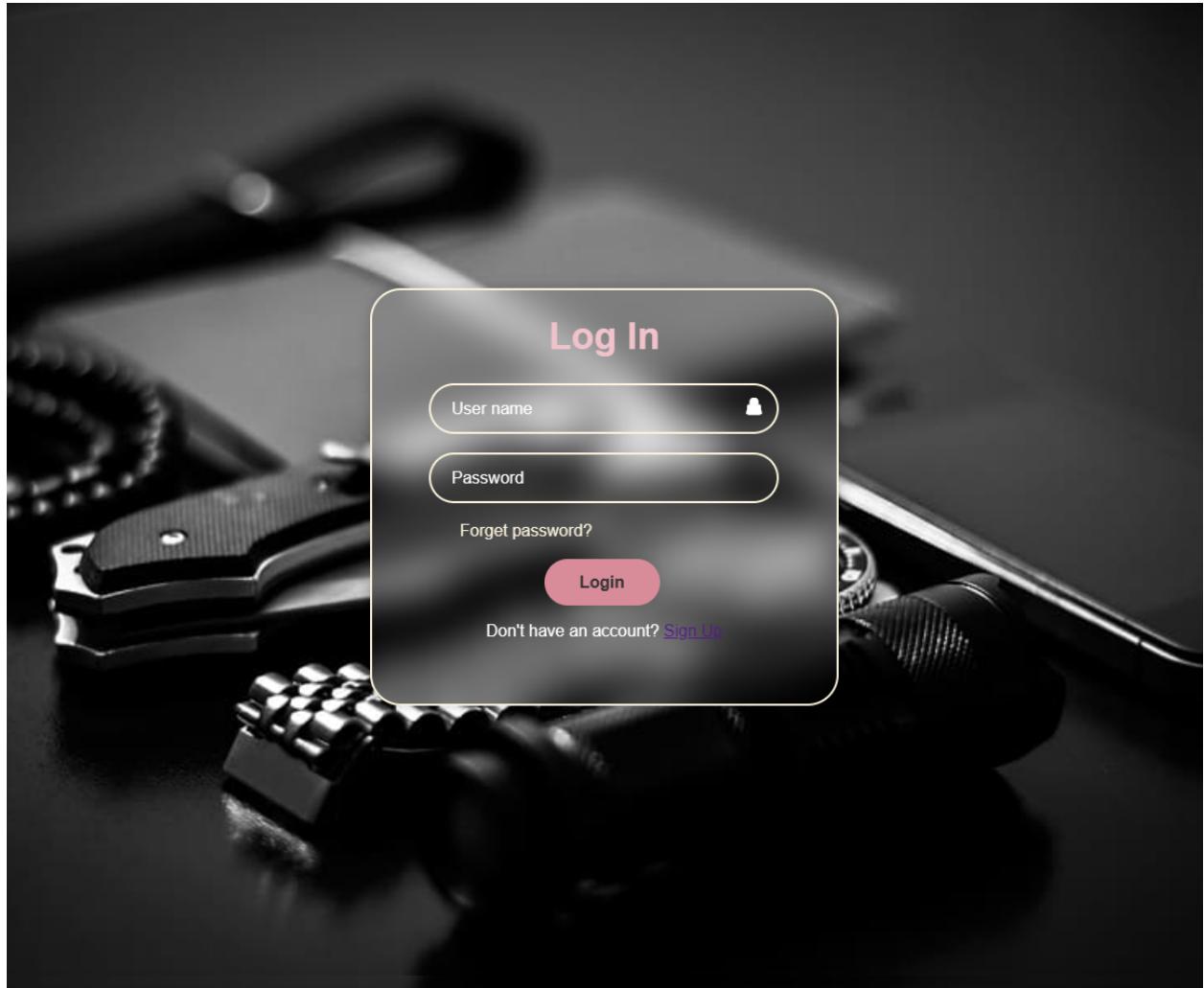
Security and Trust: Knowing who your users are and requiring authentication can help establish trust and security. It prevents unauthorized access and misuse of the platform.

What a typical sign-up page contains:

Registration Form: The core element of a sign-up page is the registration form, which collects user information. This form often includes fields for:

- Name
- Email address
- Password
- Username (if not using email for login)
- Date of birth
- Gender
- Profile picture

Log in



A login page is an essential component of websites and online services. It serves two primary purposes, and it typically contains the following elements:

[Why we need a login page:](#)

User Authentication: The login page is crucial for user authentication, ensuring that individuals accessing the system are who they claim to be. This is essential for security, privacy, and access control.

Personalized Experience: Once users are authenticated, the system can provide them with a personalized experience by retrieving their data and preferences. This enhances user engagement and convenience.

What a typical login page contains:

Username or Email Field: Users are typically required to enter their username or email address, which serves as their identifier.

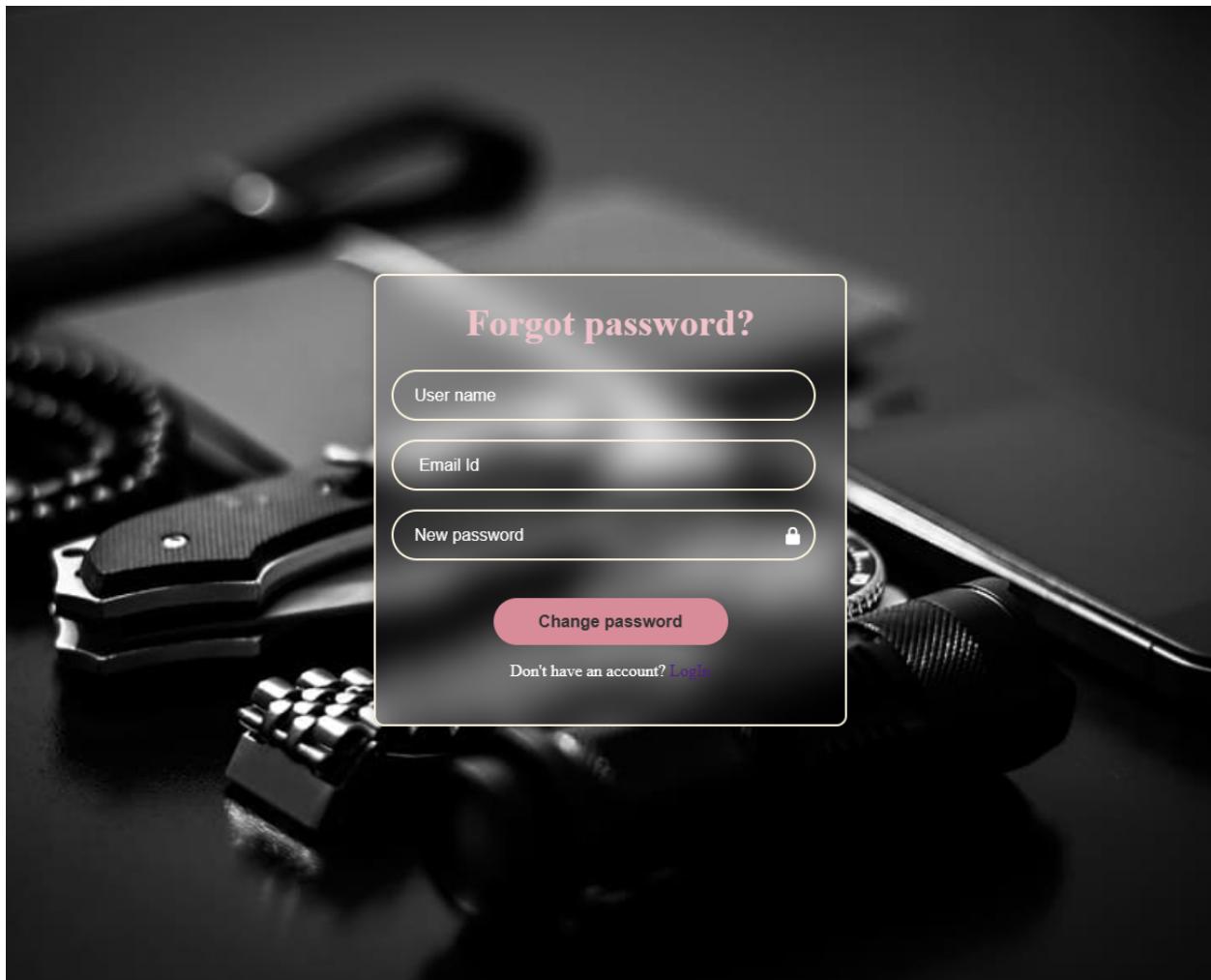
Password Field: A secure password is necessary for authentication. Users input their password, which should be encrypted for security.

"Remember Me" Option: This checkbox allows users to stay logged in on the device, so they don't need to enter their credentials every time they visit the site. It's optional for added convenience.

"Forgot Password" Link: A link or button that allows users to initiate the password recovery process in case they forget their password. This may involve security questions or sending a password reset link to the registered email address.

"Sign In" Button: Users click this button to submit their login credentials and gain access to the system.

Forgot Password



A "Forgot Password" page is a crucial feature for websites and online services. It is necessary for the following reasons, and typically contains the following elements:

Why we need a "Forgot Password" page:

Password Recovery: Users may forget their passwords or have trouble logging in for various reasons. The "Forgot Password" page allows users to recover their accounts and regain access.

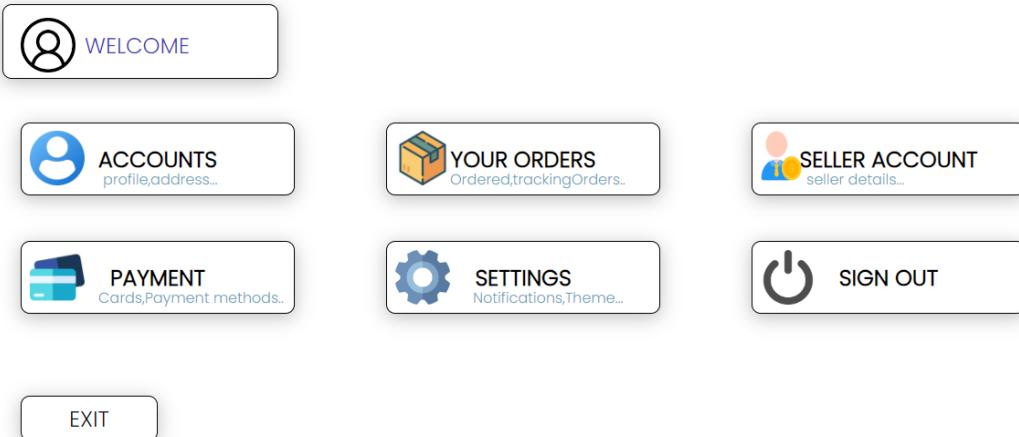
Security: It provides a secure method for users to reset their passwords, helping to prevent unauthorized access to their accounts.

What a typical "Forgot Password" page contains:

Email Address Field: Users are asked to enter the email address associated with their account. This is used for account verification and communication.

"Submit" or "Reset Password" Button: After entering their email address, users click this button to initiate the password reset process.

User Accounts Page



The user account page is an important page where the user can do many important ecommerce actions . Here the user would be able to make changes on their profile details and check their order details and other settings .

Why we need a homepage for an e-commerce site:

They build trust among the customer and the retailer.

They hold useful information about the customer.

They have the customer order and payment details and also some of the setting options for that e -commerce site.

Elements available in the user accounts page:

Accounts:

The screenshot shows a user interface for account management. At the top left is a blue circular icon containing a white person symbol. To its right, the word "ACCOUNTS" is written in a bold, black, sans-serif font. Below this header is a large, rounded rectangular input area. Inside this area, there are six input fields arranged in two rows of three. The first row contains "User Name" with an adjacent input field, "E-mail Id" with an adjacent input field, and "First Name" with an adjacent input field. The second row contains "Last Name" with an adjacent input field, "Password" with an adjacent input field, and "Mobile No" with an adjacent input field. Below these fields is a single-line input field labeled "Delivery Address". At the bottom of the input area are two buttons: a large, light-blue "SUBMIT" button on the left and a smaller, grey "CANCEL" button on the right.

Here Some of the customer information is stored. The important information such as the username, E-mail id, password, Full name, the delivery address etc. The user or the customer would be able to change the details anytime.

Your Orders:

The order details of the customer is available in the Your Orders section. The history of products that are bought by the customer can be viewed and also the products that the customer want to buy again can also be done here . Also the shipment details of the product can be viewed in the Your Orders section.

Seller Account:

 SELLER ACCOUNT

READY TO START YOUR ONLINE BUISNESS
YOU'VE COME TO THE RIGHT PLACE!
CLICK THE BUTTON BELOW TO SIGNUP
AND START YOUR BUISNESS



Online Business

SIGN UP **CANCEL**

 SELLER ACCOUNT

User Name :

E-mail Id :

Brand Name :

Password : ...

Address :

Phone No :

SUBMIT **CANCEL**

An E-commerce site is not only for the people to buy products but also for the people to sell their products via online. Our E-commerce website can also used to start your online business where the user has to enter some of the details about the brand, what type of products that the user wants to sell and the address of their brand or company. This Seller account section is used to collect the information of the seller and also upload the products that the seller wants to sell.

Payment:

Payment is the one of the confidential details of the customer and is very important for buying any product. Thus the payment section consists of the card details of the user with security.

Settings:

The settings section in the user accounts can be used to make some changes in the website. Some of these changes can be Themes, notifications,etc.

Sign Out:

The sign-out section can be used to sign out from their account from the e-commerce site.